

Remarks

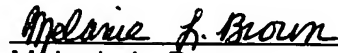
Claims 21-39 were rejected under 35 USC §102(b) as being anticipated by WO 00/03609 ('609 Publication). Applicant respectfully disagrees with the Examiner for the following reasons.

The '609 Publication teaches that lamellar substrates, coated with titanium dioxide and/or iron oxide, are suitable for the optical improvement of food and pharmaceutical products. The '609 Publication teaches that these titanium dioxide and/or iron oxide coated lamellar substrates may be mixed with a further pigment such as uncoated SiO<sub>2</sub> or TiO<sub>2</sub>. All of the Examples in the '609 Publication are directed to TiO<sub>2</sub> or Fe<sub>3</sub>O<sub>4</sub> coated mica, TiO<sub>2</sub>/Fe<sub>3</sub>O<sub>4</sub> coated mica, or mixtures thereof. However, the '609 Publication has no teachings that uncoated SiO<sub>2</sub> or TiO<sub>2</sub> alone may be suitable for the optical improvement of food and pharmaceuticals.

In contrast as described on page 2 of the present application, platy TiO<sub>2</sub> pigments are titanium dioxide platelets which exhibit interference colors but are not deposited on a substrate. These pigments have a laminar structure. Page 2, lines 12-15 define platy TiO<sub>2</sub> interference pigment as consisting of smooth platelets of TiO<sub>2</sub> having a high aspect ratio and controlled thickness. Examples 1-7 and 10-12 of the present application used platy TiO<sub>2</sub>, platy BiOCl, platy guanine, or platy iron oxide and showed a resulting pearlescent appearance.

As such, Applicant respectfully requests withdrawal of this rejection.

Respectfully submitted,

  
\_\_\_\_\_  
Melanie L. Brown  
Reg. No. 31,592

Engelhard Corporation  
101 Wood Avenue  
P.O. Box 770  
Iselin, NJ 08830  
732 -205-5181